

REMARKS/ARGUMENTS

Applicant has reviewed and considered the Office Action dated January 9, 2006 and the references cited therein. In response thereto, claims 2 and 5 are amended; claim 6 is canceled without prejudice or disclaimer; and new claims 17-22 are added. Claims 2, 5, 8-11, and 17-22 are pending in the present application.

Rejection under 35 U.S.C. § 103

Claims 2, 5 and 8-11 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Greulich in view of Real-time. Claim 6 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Greulich and Real-time as applied to claim 2 and further in view of previously cited prior art. Applicant respectfully traverses the rejection for at least the following reasons.

Claim 2 is amended to recite a computerized method having a processing computer for processing orders for full color printing, said method comprising providing a customer a real-time web browser associated with a printing service provider, which includes a pricing engine, wherein said pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options; automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein said pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the printing service provider; displaying automatically said price quote at the customer; receiving from said customer a file to be printed; preparing a digital graphic layout; and creating a proof by the printing service provider and obtaining approval from said customer of said proof.

Greulich describes a desktop forms order system. Greulich does not disclose or teach the step of preparing a digital graphic layout after receiving from a customer a file to be printed as recited in claim 2. Support for this feature can be found at least on page 5, lines 10-11 of the present application. Instead, Greulich teaches the step of compressing the order and the form design files so that they can be transmitted (see column 9, lines 53-56, and Figure 9ad). Further, Greulich distinguishes itself from the prior art by stating, “both the custom form design in

machine format, and the order information in machine format, are simultaneously transmitted ...to the first computer 10. The transmission – which occurs **immediately** after compression at box 72 – is illustrated schematically in FIG. 9af.” Accordingly, not only Greulich does not disclose or teach the step of preparing a digital graphic layout after receiving from a customer a file to be printed as recited in claim 2, but also Greulich teaches away from preparing a digital graphic layout before transmission. Real-time fails to remedy the deficiencies. Thus, the combination of Greulich and Real-time does not result in the claimed invention recited in claim 2. Applicant respectfully submits that claim 2 patentably distinguishes over the cited references.

Claim 6 is canceled without prejudice or disclaimer. Claims 5 and 8-11 which are dependent from claim 2 are also patentable for at least the same reasons above.

New claim 17 recites a computerized method having a processing computer for processing orders for full color printing, the method comprising providing a customer a real-time web browser associated with a printing service provider, which includes a pricing engine, wherein the pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options; automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein the pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the printing service provider; displaying automatically the price quote at the customer; receiving from the customer a file to be printed; preparing an image file for full color printing; and creating a proof by the printing service provider and obtaining approval from the customer of the proof.

None of the cited references disclose or teach at least the step of preparing an image file for full color printing after receiving from a customer a file to be printed. Thus, Applicant respectfully submits that claim 17 and its dependent claims, claims 18-22, are patentable over the cited references.

Conclusion

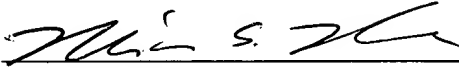
In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at 612-752-7367.

Respectfully submitted,

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